

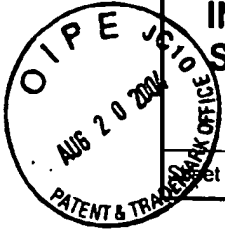
# RECEIVED

AUG 30 2004

**GROUP 3600**

Approved for use in Groups 3600-3800. OMB No. 0707-0188  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.



Substitute for form 1449A/B/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		Application Number	10/001,772-Conf. #4306
		Filing Date	October 31, 2001
		First Named Inventor	Anand Subramanian
		Art Unit	3622
		Examiner Name	S. M. Gravini
		Attorney Docket Number	03485/100H799-US1
Sheet	1	of	1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number:	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
RA	1.	US-6,453,315	09-17-2002	Weissman, et al.	
RA	2.	US-6,668,256	12-23-2003	Lynch	
RA	3.	US-6,754,873	06-22-2004	Law, et al.	
RA	4.	US-6,526,440	02-25-2004	Bharat	
RA	5.	US-20040059708 A1	03-25-2004	Dean, et al.	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)			

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
RA	CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.	
RA	CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.	
RA	CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.	
RA	CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.	
RA	CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.	

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	Raquel Alvarez	Date Considered	11/9/04
--------------------	----------------	-----------------	---------